

PRESS RELEASE

Bedford Consulting acquires Blooprint to significantly reinforce its position in France, with the support of Keensight Capital

Paris, 13 June 2023 - Bedford Consulting today announces its acquisition of Blooprint, a well-established Anaplan software consultancy and implementation partner in France. The acquisition was actively supported and assisted by Keensight Capital, one of the leading private equity managers dedicated to pan-European Growth Buyout^[1] investments and a significant shareholder in Bedford Consulting.

The acquisition reinforces Bedford Consulting's presence in France, where the Group recently expanded organically, and will strengthen its positioning as the leading EMEA partner of Anaplan's cloud-native Enterprise Performance Management ("EPM") Software.

Founded in 2021 by Hendrick Marty and Teddy George with headquarters in Paris, Blooprint has made its mark within the highly attractive French market and is a recognized expert partner specialising in Extended Planning and Analysis ("xP&A") software, transforming the way in which enterprises monitor, plan, and drive business performance. Blooprint's customer base includes blue-chip clients and SMBs.

Following the acquisition of Nordics-based company Bluesprint last year, joining forces with Blooprint is another important milestone for Bedford Consulting in its pan-European expansion strategy, and more especially within the French market. The combined company will benefit from experienced local leadership as well as a highly regarded local delivery team, supporting the overall Group's sustainable growth trajectory of c.40% per annum.

Cathal Doyle, CEO of Bedford Consulting, commented: *"We are very proud to welcome Blooprint on our journey and delighted to partner with Teddy and Hendrick to significantly strengthen Bedford's positioning in the French market, which is a strategic market for Bedford Consulting. Blooprint's prominent market positioning, brand recognition, and deep Anaplan expertise have convinced us of the company's high potential to deliver Bedford's expansion strategy in France."*

Hendrick Marty & Teddy George, Co-Founders of Blooprint, added: *"We are delighted to be joining Bedford Consulting. With their support and existing capabilities, we will be able to best deliver on the Group's strategy to create a leadership position within the French market. In Bedford Consulting we found an incredibly passionate team perfectly fitting our culture with the desire for delivering ambitious connected planning transformation projects to customers."*

¹ **Growth Buyout:** investment in profitable, private companies experiencing strong growth, in minority or majority positions, with or without leverage, using a flexible approach tailored to the needs of individual entrepreneurs, in order to finance organic growth projects, acquisition strategies or provide historic shareholders with liquidity.

Dayne Turbitt, Managing Director EMEA of Anaplan, highlighted: *“Bedford has been a trusted Anaplan partner in EMEA for more than a decade, so we’re glad to see the company’s footprint continue to grow in the region. We look forward to working with the combined Bedford and Blooprint businesses to help companies in the French market leverage the power of Anaplan to address their daily planning needs.”*

Yuri Mikhalev, Partner at Keensight Capital, concluded: *“We are very happy to announce the second acquisition of Bedford Consulting, which is in line with the company’s European expansion strategy. We are confident that the combined expertise and capabilities of Bedford and Blooprint will help to position the Group as the leading independent Anaplan partner in France.”*

About Bedford Consulting

Bedford Consulting is an Anaplan implementation partner recognised as a Gold Partner and awarded EMEA Partner of the year for the past eight consecutive years. Founded in 2008, Bedford Consulting specialises in Anaplan project implementation, software sales, health assessments, user clinics, and training services. The Company has offices across Europe and employs approximately 120+ deep-domain technical Anaplan experts. Bedford Consulting serves more than 400+ customers throughout various end-markets across Europe.

<https://bedfordconsulting.com/>

About Blooprint

Blooprint is a well-established and recognized xP&A/Connected Planning implementation services provider in France. The company generates revenues by providing professional services and selling software licenses to its local blue-chip and SMB customer base in France across various industry segments. Founded in 2021, the company is headquartered in Paris and currently employs 12 people.

<https://www.blooprint.fr/>

About Keensight Capital

Keensight Capital (“Keensight”), one of the leading European Growth Buyout firms, is committed to supporting entrepreneurs as they implement their growth strategies. For over 20 years, Keensight Capital’s team of seasoned professionals has leveraged their knowledge of investment and growth industries to invest for the long term in profitable companies with high growth potential and revenues in the range of €10 million to €400 million.

Drawing on its expertise in the Technology and Healthcare sectors, Keensight identifies the best investment opportunities in Europe and works closely with management teams to develop and achieve their strategic vision. Keensight Capital's success has also earned it a Gold Award from the Private Equity Exchange & Awards each year for the last six consecutive years, and in particular, the Best European Growth Private Equity Fund.

www.keensightcapital.com

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